SMILE

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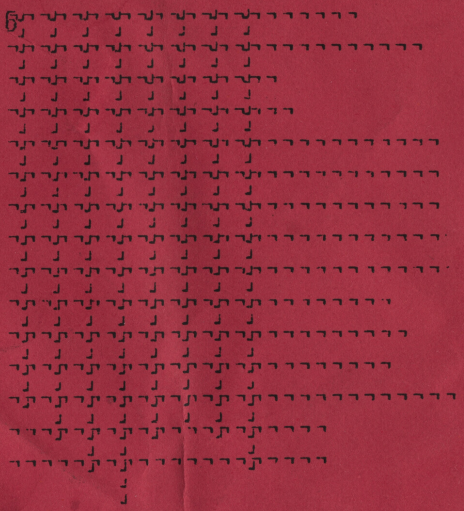
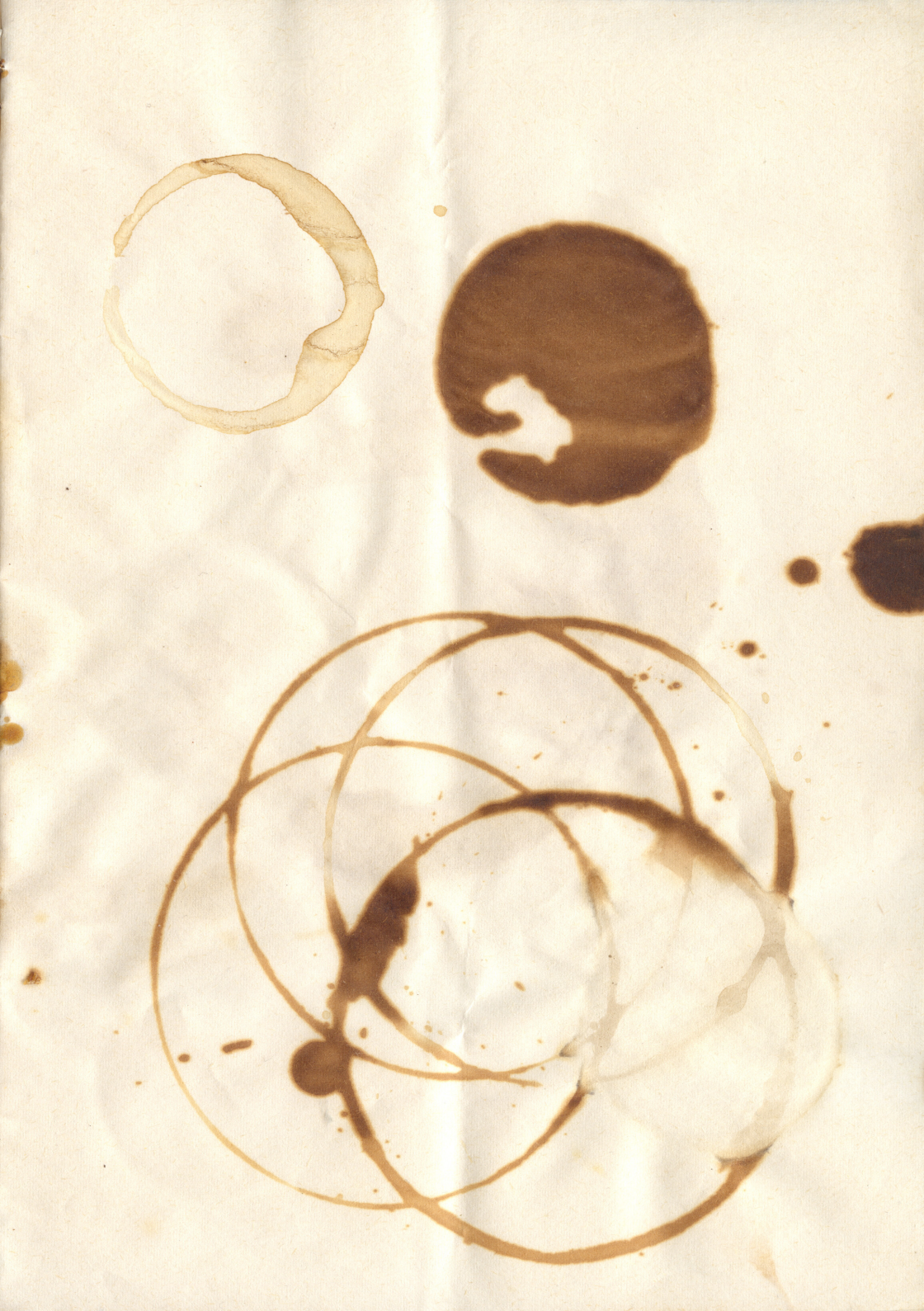
SYSTEMATIC
METHODOLOGY of
INFINITE
LEISURE
EXPERIENCES



CONSIDER WHAT IT WOULD REALLY MEAN,
TO HAVE AN INTENTION, TO ABANDON IT,
TO RESUME IT, AND SO ON.

-LUDWIG WITTGENSTIEN



«formalism»
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ENDLESSLY, WE PUT GLASSES, CUPS AND BOTTLES DOWN ON PUBLICATIONS. INSCRIBING THEM WITH AN INFINITY OF SWEATING CIRCLES. THIS ACTION, ALTHOUGH SLIGHT, COUNTS AS AN INVASION OF WHAT IS USUALLY AN IDEOLOGICAL SPACE (THE MAGAZINE) WITH AN ELEMENT OF PERSONAL, NOMINAL REALITY. LIKE ANY ACTION, THE AESTHETIC, SYMBOLIC AND REVOLUTIONARY POTENTIALS OF THIS INTERACTION EXPANDS GREATLY WHEN IT IS PLACED IN HOSPITABLE CONTEXT. HENCE THIS ISSUE OF SMILE, WHICH, LIKE THE PREVIOUS ISSUES, CONCERNS ITSELF WITH EXPERIMENTAL PHILOSOPHY, AND ITS CLOSE COMPANION, FANATICAL SELF-DERANGEMENT. IN ORDER TO COMPLETE THIS ISSUE, FIRST PURCHASE IT AND THEN USE IT AS A RESTING PLACE FOR ANY GLASS, BOTTLE OR CUP WHICH YOU HAPPEN TO HAVE WITH YOU, BEING CAREFULL TO NOTE THE METAPHYSICAL AND AESTHETIC IMPLICATIONS OF EACH PLACEMENT. WHEN THE ISSUE IS SUBSTANTIALLY COVERED WITH CIRCULAR BLOTCHES, ATTEMPT TO SELL THE RESULTING CONCEPTUAL/ART OBJECT TO SOMEONE ELSE, PREFERABLY AN ART COLLECTOR. NATURALLY THIS PROCESS CAN BE APPROACHED FROM ALMOST ANY IDEOLOGICAL STANDPOINT, ALTHOUGH WE ARE WILLING TO PROVIDE A FEW POINTS OF DEPARTURE: 1. THE INVASION OF THE IDEOLOGICAL WITH THE DESTRUCTIVELY PERSONAL HAS BEEN RECUPERATED IN THIS INSTANCE, AND IN THE TYPICAL WAY, THROUGH THE APARENT SELF-DESTRUCTIVE DESIRE OF THE IDEOLOGY ITSELF (EG. "PLEASE DESTROY THIS MAGAZINE"). 2. THE CIRCULAR FORMS OF THE STAINS ARE DIAGRAMS FOR THE CIRCULAR (ANTI-)LOGIC WHICH SUPPORTS THE INTERACTIVE CREATION OF THIS MAGAZINE. 3. THE IDEOLOGY OF THIS MAGAZINE IS THE IDEOLOGY OF MINIMALISM. THAT IS, THE AESTHETIC OF THE NOMINAL, AND BY INTERACTING WITH IT, YOU REDUCE YOURSELF TO A MINIMUM. 4. THE SALE OF THIS MAGAINE IS PART OF A SOCIAL EXPERIMENT TO USE THE ESTABLISHED PATH OF MONETARY EXCHANGE AS A VEHICLE FOR THE SPREADING OF DESTRUCTIVE IDEAS. 5. THIS IS A USER GENERATED MAGZINE OF ABSTRACT ARTWORK, THE MANIFESTATION OF CREATIVITY AS THE REJECTION OF INERTIA.

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